



Susan G. Komen®

December 2016



MORE THAN PINK 

Our Mission

To save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Decreased
Mortality Rates
by 37%

Engaged
23 Million
people in
Susan G. Komen community
events

Now more than
3.1 Million U.S. Breast Cancer
Survivors
the largest group
of cancer survivors in the U.S.



Komen's Bold Goal

50%
Reduction

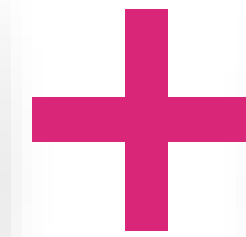
in current number of
breast cancer deaths in
the U.S. within the next
decade



Komen Is Uniquely Positioned

Community

- Early detection
- Access to Care
- Patient Navigation
- Health Equity



Research

- Transformative Technologies
- Novel Therapeutics
- Tackling Metastasis
- Addressing Disparities



From Reducing Disparities to Achieving Health Equity

Our Goal: Close the Breast Cancer Gap



The Facts

African-American women in the U.S.:

- Die from breast cancer nearly 40% more than Caucasian women.
- Are diagnosed when treatment options are limited, costly, and the prognosis is poor.
- Are often diagnosed younger and with more aggressive types of breast cancer.

The Goal

Reduce African-American breast cancer mortality gap by where the disparities are greatest.



Using Data to Save Lives



Community Profile Reports Identify:

- Areas with the highest risk of negative breast cancer
- Populations at-risk of dying from breast cancer and their socioeconomic characteristics.
- The needs and disparities in availability, access and

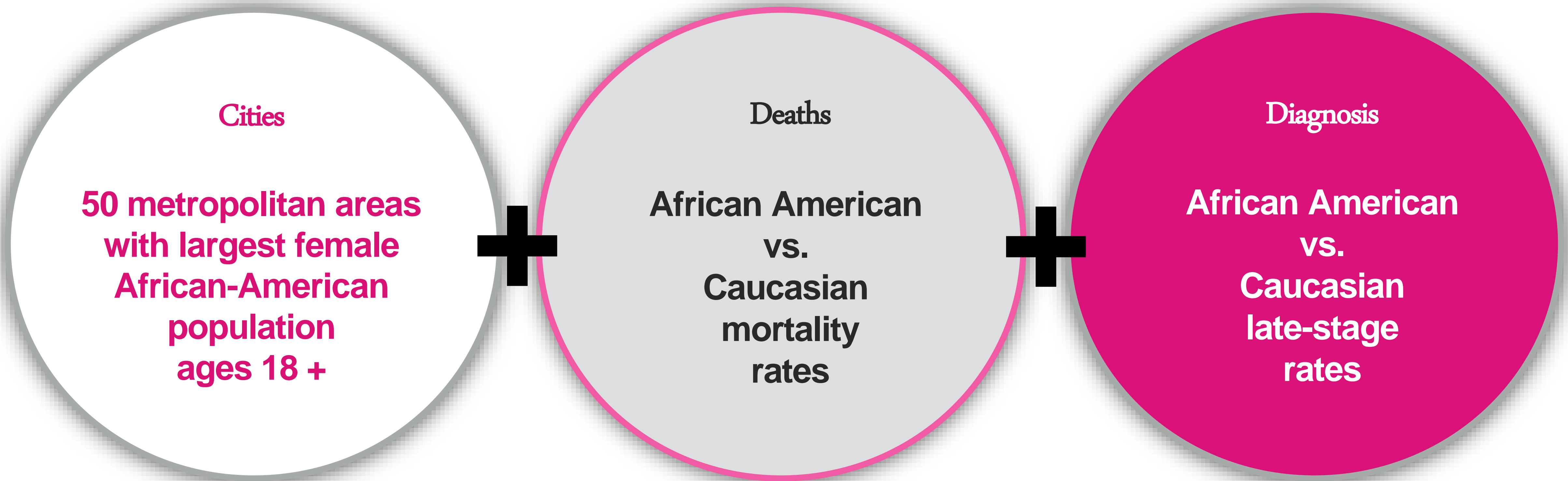
Community Profile Key Sections:

- Quantitative and/or Qualitative Data
- Health System Analysis
- Public Policy Overview



Identifying National Disparities

Where you live should not determine whether you live..



Our National Community Assessment

| Rank | Komen Breast Cancer Disparities Cities | Black/AA Mortality Rates (Overall Rank) | Black/AA: White Mortality Rate Disparity Ratio (Overall Rank) | Late-Stage Rate (Overall Rank) | Black/AA: White Late-Stage Disparity Ratio (Overall Rank) |
|---|---|---|---|-----------------------------------|---|
| | | | | | |
| 1 | Memphis, TN | 39.7 (1) | 1.74 (1) | 55.9 (4) | 1.30 (2) |
| 2 | St. Louis, MO | 33.2 (7) | 1.44 (9) | 61.1 (1) | 1.32 (1) |
| 3 | Dallas/Fort Worth/Arlington, TX | 34.2 (5) | 1.62 (2) | 54.1 (8) | 1.24 (4) |
| 3 | Los Angeles/Long Beach, CA | 34.8 (3) | 1.55 (4) | 54.4 (6) | 1.22 (6) |
| 4 | Virginia Beach, VA | 34.8 (3) | 1.51 (5) | 54.1 (8) | 1.24 (4) |
| 5 | Atlanta, GA | 31.7 (10) | 1.45 (8) | 56.2 (3) | 1.30 (2) |
| 5 | Chicago, IL | 34.1 (6) | 1.48 (7) | 56.6 (2) | 1.20 (8) |
| 6 | Houston, TX | 35.6 (2) | 1.60 (3) | 50.1 (14) | 1.23 (5) |
| 7 | Washington, DC | 32.2 (8) | 1.51 (5) | 53.6 (9) | 1.26 (3) |
| 8 | Philadelphia, PA | 31.8 (9) | 1.34 (12) | 55.0 (5) | 1.21 (7) |
| 11-17 Ranking: Komen Breast Cancer Disparities Cities | | | | | |
| 9 | Detroit, MI | 34.5 (4) | 1.41 (10) | 50.8 (13) | 1.21 (7) |
| 10 | Baltimore, MD | 31.8 (9) | 1.37 (11) | 54.2 (7) | 1.20 (8) |
| 11 | Cleveland, OH | 31.6 (11) | 1.32 (14) | 51.7 (10) | 1.23 (5) |
| 12 | Miami, FL | 29.0 (14) | 1.48 (7) | 48.1 (16) | 1.15 (10) |
| 13 | Charlotte, NC | 27.3 (15) | 1.29 (15) | 51.4 (11) | 1.19 (9) |
| 14 | Oakland, CA | 30.1 (13) | 1.33 (13) | 49.4 (15) | 1.06 (11) |
| 15 | New York, NY | 25.2 (16) | 1.10 (16) | 46.4 (17) | 1.00 (12) |



National Impact: Health Equity Initiative

Goal: Reduce African-American breast cancer disparities by 25% in 5 years in the targeted cities.

Methods:

- **Achieving Health Equity and Building Trust** by ensuring access to high-quality screening, treatment, genetic testing, and clinical trials.
- **Reducing Barriers to Quality Care through Patient Navigation** by guiding women through the health care continuum.
- **Empowering the Community through Advocacy** to sustain local health system change.

Impact:

Through our African American Breast Cancer Disparities Roundtables, Komen:

- Partnered to engage over 400 experts in conversations to establish priorities.
- Gathered best practices in each of the 10 communities.
- Developed a network of advocates to best meet their communities' needs.
- Explored effective partnerships to save lives.



Towards Collective Impact

In 2014, Susan G. Komen collectively Invested In:



105,520

Clinical Breast
Exams



154,838

Patient
Navigation



33,402

Treatment
Assistance



\$95 Million*

Disparities
Research

(*since 1982)



216,285

Mammograms



64,116

Diagnostic
Services



2015 Roundtables

Washington, DC: March 11

Oakland, CA: July 31

Memphis, TN: August 27

Chicago, IL: October 14

St. Louis, MO: October 20

Dallas, TX: November 5

2016 Roundtables

Philadelphia, PA: April 5

Norfolk, VA: May 10

Atlanta, GA: May 25

Houston, TX: June 27

2017 Summit

Washington, DC: February 16



Using Data to Make a National Impact



National Roundtable Trends

Advocacy & Policy

- Sustaining BCCP funding
- Training resources for advocates
- Medicaid expansion/ACA
- Clinical trial access legislation
- Coalition building
- National vs. state initiatives

Clinical Trials, Genetic Testing & Research

- Understanding historical injustices
- Education and generational perspectives
- Accessibility and barriers
- Community Based Participatory Research
- Clinician training on culturally competency
- Fertility

Community & Faith

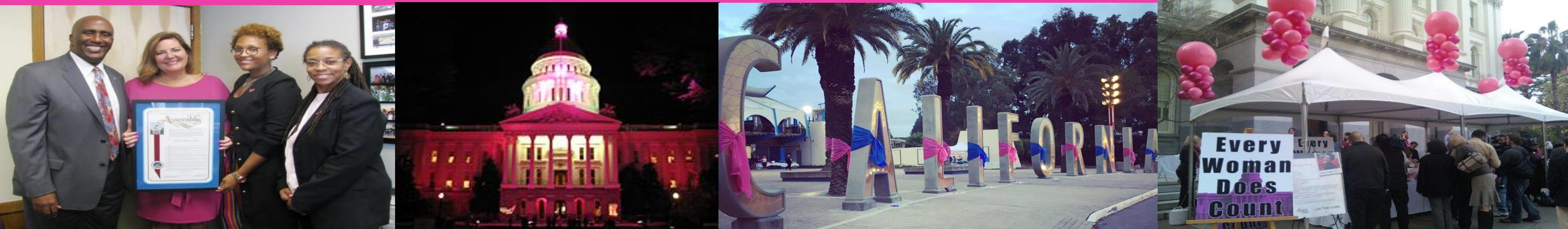
- Trusted & strategic partnerships
- Utilize ambassadors and their networks
- Physicians cultural competent training
- Physicians need to come to the community
- Not everyone is at the church
- Engage family reunions, salons & sororities
- Health literacy
- Fun and socially supportive activities

Patient Navigation & Screening

- Guideline confusion
- Reimbursement and standardizing
- Not enough navigators to meet the need
- Clinical trials & genetic testing education



Local Impact: Advocacy Partnerships



The Komen California Collaborative - Public Policy Committee

Goal

To ensure that women have more timely access to receive the necessary services to detect and treat cancer earlier.

Methods

Statewide Partnerships:
7 Komen California Affiliates
State Assembly Members & Senators
Breast Cancer Survivors
Grantees: Community Health Centers

Impact

Sponsored Legislation to:

- End service & treatment gaps.
- Expand screening for young women
- Delete the 18-month treatment coverage limit



Local Impact: Systems Change Partnerships



Komen Arizona - Breast Cancer Learning Community

Goal

To reduce barriers and increase education to reduce late-stage incidence of and death due to breast cancer in Black/African American females.

Methods

Prioritized Black females in 2016 RFA
Built relationships with Black leaders Statewide system changes partnerships
Widely shared Community Profile
Association of State and Territorial Health Officials (ASTHO) Partnership

Impact

- Toolkit created
- Statewide call to action
- Expanded to include Hispanic and Native American communities



Local Impact: Faith Based Partnerships



Susan G. Komen Memphis-Midsouth - Pink Sunday / Worship in Pink

Goal

To reach women in a trusted place to provide breast health education.

Method

Faith based partnerships
Trusted Network with Warm Hand-Off
Culturally Appropriate Toolkit
Voluntary Data Collection
Resources Shared
Data Sharing with Partner

Impact

- 6500 - 7000 educated
- Data collection on screenings
- Expanded partnerships
- Patient Behavioral changes
- Strengthen relationships for Race.



Together We Will Make an Impact



Driven by the Local
Community



Not
a
Cookbook




Bring the
Right People
to the Table




Listen.
Listen.
Listen.






[Connect](#) | [Find an Affiliate](#) | [Español](#) | [SHOPKOMEN.COM](#) | [FIND AN EVENT](#) | [DONATE NOW](#)

[ABOUT BREAST CANCER](#) | [THE BREAST CANCER JOURNEY](#) | [WHAT WE DO](#) | [GET INVOLVED](#) | [SEARCH](#) 

WHERE YOU LIVE SHOULD NOT DETERMINE WHETHER YOU LIVE




ENDING BREAST CANCER DISPARITIES TO ACHIEVE HEALTH EQUITY FOR ALL


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Breast cancer disparities for African-American women are startling. In 2011, with most recent data available, breast cancer mortality was 44 percent higher for African-American women in the U.S. than Caucasian women. And, African-American women are often diagnosed with late-stage breast cancer when treatment options are limited, costly and the prognosis is poor. Susan G. Komen believes this is unacceptable and is working to change these outcomes.


Komen at Work in Your Community




IN THE NEWS



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BREAST CANCER
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HEALTH DISPARITIES
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